Logos

RACE FEST
2021
CHARLOTTESVILLE TRACK CLUB

COMMON
FOOTING

CHARLOTTESVILLE TRACK CLUB'S
WINTER
TRAINING
PROGRAM

CHARLOTTESVILLE
TRACK CLUB

YOU & ME
CONSULTING

5K

INDEPENDENCE DAY
5K

ALL-COMERS
SUMMER
TRACK
MEETS
CHARLOTTESVILLE
TRACK
CLUB

All-Comers Summer Track Meets
Charlottesville Track Club

SPEEDSTERS

NO
CHOICE
BUT
ACTION

A UNIQUE WAY TO SUPPORT LOCAL CAUSES BY RUNNING
cville
athon
DESIGN YOUR OWN 26.2 MILE RACING EXPERIENCE

FULL/HALF MARATHON
White Hall
Free Union
Ridge Rd
Riverview Park
Green Springs
Dick Woods
Keene
TRAINING PROGRAM

Charlottesville Track Club
26.2
13.1
TRAINING PROGRAM

NEW YEAR'S DAY
5K
CHARLOTTESVILLE TRACK CLUB

TWINS
RUN
50K
18 MAY 2021
Alex's Lemonade Stand

TWINS
RUN
in our family

TWINS
RUN
BOSTON 2017

BRUCE BARNES
MILE
ALL-DOWNHILL RACE
Charlottesville Track Club

Charlottesville
Track Club

Charlottesville
Ten Miler
TRAINING PROGRAM

TRACK
2
MILER

10
MILER

CHARLOTTESVILLE TEN MILER

JPJ Arena
Scott Stadium
UVA Chapel
Downtown Mall
Court Square
The Corner
The Rotunda
Lannigan Field

CHARLOTTESVILLE TEN MILER
The area's oldest and most prestigious footrace.

Charlottesville
Ten Miler

2
LOTTESVILLE TRACK CLUB

TEN MILER
TRAINING PROGRAM

The Area's Oldest and Most Prestigious Footrace
3.26.11
CHARLOTTESVILLE
TEN MILER

THE KIDS DASH
i did it!

KIDS DASH
FINISHER

KEEPING
Reel
Jay Wildermann

Overleaf
Support Team

NO
CHOICE
BUT
ACTION

2021 NEW YEAR 5K

Stagger Start
PREDICT YOUR TIME
5K TRAIL RACE

Train
RACE!
Rest
Repeat.

PR for Public Radio 5K
JULY 28, 2018

Ragged
Mountain
Est. 1982

PR
FOR
PUBLIC RADIO
5K

CHARLOTTESVILLE
SPEEDSTERS

Rivanna
Greenbelt
MARATHON
Charlottesville, Virginia

Rivanna
Greenbelt
MARATHON
HALF MARATHON

Rivanna
Greenbelt
MARATHON
HALF MARATHON
Spring • Charlottesville, Virginia

Ragged
Mountain
WINTER MILEAGE CLUB

10
MILER
IN TRAINING

CIOM
CHARLOTTESVILLE TEN MILER

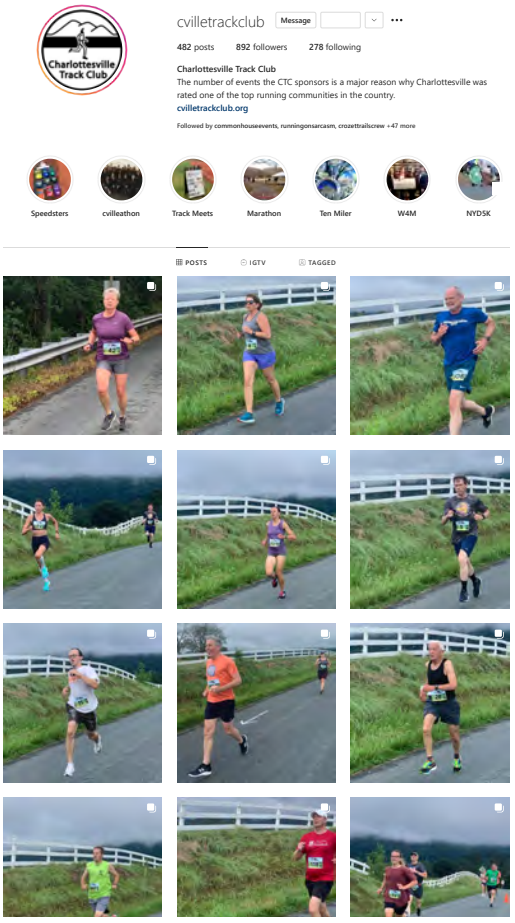
TWINS RUN
IN OUR FAMILY

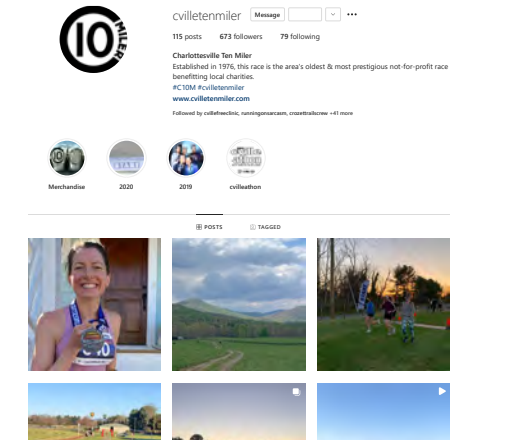
OUR
DOUBTS
ARE
TRAITORS

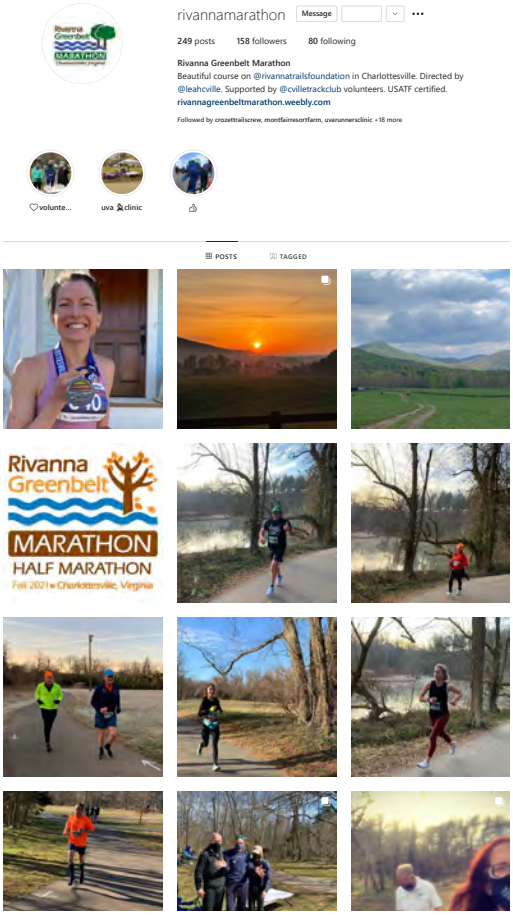
IN IT FOR THE LONG RUN

WALKVILLE

Photography and Social Media Posts





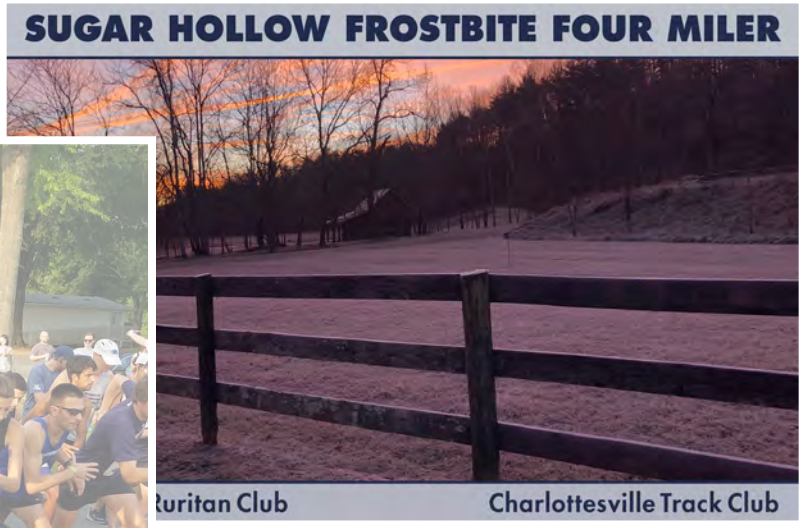


Race Bibs

Big Brothers Big Sisters
OF THE CENTRAL BLUE RIDGE
10K/5K Run or Walk

Oktoberfest Half Marathon
Ragged Mountain
Running & Walking Shop

BRUCE
BARNES MILE
CHARLOTTESVILLE TRACK CLUB


SUGAR HOLLOW FROSTBITE FOUR MILER
uritan Club
Charlottesville Track Club

INDEPENDENCE DAY
5K
KIWANIS CLUB OF CHARLOTTESVILLE

CHARLOTTESVILLE TEN MILER
THE AREA'S OLDEST FOOTRACE • MARCH 27-28, 2021
Erie Insurance
CVILLETENMILER.COM

2021 NEW YEAR'S DAY
Charlottesville Track Club

Ragged Mountain Newsletters

RUNNING RAGGED

An update on how Ragged Mountain is helping our community to stay comfortably on the move

We're so proud and thankful for our FAMILY OF CUSTOMERS...

Gwen Hairston

Gwen Hairston, who will coached her last Agnor-Hurt relay team, as she's retiring this spring after a long and amazing career of spreading the gospel of exercise.

Kevin Lounsbury, who recently passed his 2400th straight day in a row of running! Now, that's dedication!

Kevin Lounsbury

Leah Connor and **Tom Nash**, who made it to the top of the legendary Montalto 5K for the 10th straight year!

Another Three Generation Ragged Mountain family, as **Lee Lynch**, who has been a loyal customer since 1982, and his daughter and granddaughter all now wear Ragged Mountain shoes. Thanks for 36 years of family support, Lee!

Tom Nash and Leah Connor

A huge round of applause to **Bob Burger**, **Winston Brown**, and **Steve McCoy** for helping us with our annual Middle School Meet. we had close to 750 kids form 20 Central Virginia Middle Schools at UVa's beautiful Lannigan Field!

Lee Lynch Family

Congrats to **Cass**, **Charlie**, and **Alec** on organizing a meet for the ages as 2,200 athletes from 135 high schools competed at the 53rd Annual Dogwood Track Classic!

Bob Burger, Winston Brown, and Steve McCoy

Cass, Charlie, and Alec

John Moody

Congrats to **John Moody**, who started last July with a half mile walk and 65 pounds heavier, on finishing his first half this April at the "Park to Park", with a stellar 9:30 pace!

And way to go to our **Carin Ward**, who worked at Ragged for many years when she was in high school and college back in the 90's, on her high school team he coaches in San Francisco on finishing second at the Dogwood!

Carin Ward

UPCOMING AREA EVENTS

Upcoming fund raiser races we're involved with:

4 our Freedom 5K
Saturday, June 2

United Way Relays (4x800)
Saturday, June 16

Independence Day 5K
Wednesday, July 4

PR for Public Radio 5K
Saturday, July 28

KID FRIENDLY, FAMILY oriented events we're supporting this SUMMER:

Bruce Barnes Downhill Mile
Sunday, June 3

"Saturdays in the Park" at the Y
Saturdays in July (7, 14, 21 & 28)

CTC Summer Track Meet
Thursdays in July (5, 12, 19, 26)

MARATHON & HALF-MARATHON TRAINING PROGRAM

Looking to run your first long distance race? Or wanting to improve on a previous effort? Looking for running company and potential life long training partners? Want to train on beautiful courses? Then come join us for the CTC's summer training program for a fall marathon or half marathon of your choice. Visit www.cvilletrackclub.org to register.

www.raggedmountainrunning.com

WHAT'S NEW AT RAGGED MOUNTAIN

Olukais
Our staff and customers love Olukais so much that they sometimes have a hard time saying goodbye to an old pair, like our Andrew who finally replaced his beloved first pair after 8 years of continuous use!

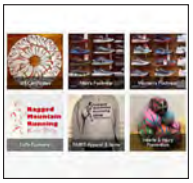
Kid's Shoes
Loads of inexpensive and supportive KID'S Shoes upstairs at our KID'S Shop!

Branded Apparel
New Ragged Mountain apparel is arriving weekly with fun colors, styles, and logos!

Astrals
Our nifty new Astral outdoor shoes are able to withstand the demands of both the river & the trail, ventilated outer sole "sticky like tar". Environmentally friendly with no PVC foam. Great for casual wear, too!! Our nifty new Astral outdoor shoes are able to withstand the demands of both the river & the trail, ventilated outer sole "sticky like tar". Environmentally friendly with no PVC foam. Great for casual wear, too!!

Tevas
Happy Hot Weather Feet with our cool new collection of Teva's!

FREE HOME DELIVERY
Can't make it down to see us in person? In a pinch for time? Then let us deliver right to your doorstep...no drones, just simple old-fashioned delivery on four wheels! Call 434.293.3367 or email alec@raggedmountainrunning.com.



SHOP ONLINE
5% on ALL online store items: As a way of showing our appreciation for your support of our family business, please use the coupon code "Elliewood" at checkout to receive 5% on all shipped/home delivered items (excluding gift certificates).

CONGRATULATIONS!
We're grateful to Lawren and Alec for bringing us Emme, our first granddaughter, this spring!

A great big thanks to our Ragged Mountain UVa staff for a wonderful school year! Enjoy your summer vacation!

Ragged Mountain Running Shop
3 Ellwood Ave Charlottesville Va

15% OFF SHOES + 25% OFF SOCKS*

*With shoe purchase and receive a FREE smartphone card holder with that shoe purchase.
Expires 6/16/18.

HOURS:
Monday–Wednesday: 9:00am–6:00pm
Thursday: 9:00am–7:00pm
Friday: 9:-00am–6:00pm
Saturday: 9:00am–5:00pm
Sunday: Closed for Family Day
434.293.3367

www.raggedmountainrunning.com

Running Ragged

"Central Virginia's Community Running and Walking Headquarters since 1982"

It's Quiet on the historic UVa Corner with our student neighbors away on Fall Break until **Wednesday the 10th!**

WHAT'S NEW!

What's in a name?! When we first opened our doors to our family business way back in 1982 our customer demographics were 100% runners, of which 75% were male and their average age was right around 26!

Now, after almost 37 years, we've slowly but steadily been watching those demographics change to the point where our Ragged Mountain patrons are now 65% runners/35% walkers and we're split 50-50 male to female with the average age being somewhere around 50!

So, in our ongoing effort to make ALL of our Ragged Mountain guests feel right at home, we've decided to change our name to: The Ragged Mountain Running & Walking Shop . Cool stuff!

Let there be light! We have a illuminating selection of lightweight running headlamps to brighten your dark outdoor walking or running path. 10% off when you bring the coupon below.

UPCOMING EVENTS

Community Bridges 5K Run/Walk

We're so excited to celebrate the Presidential Inauguration of our dear longtime friend Jim Ryan with a 5K Run/Walk, with he and Katie, through the streets of Charlottesville on October 20th.

REGISTER ONLINE

Bill Steers Men's Four Miler

The Bill Steers Men's Four Miler lives on! Saturday December 15....UVa course. Details coming soon!

Running Ragged

Community Service Spotlight
We're so proud of our family staff, not only in how thoughtful and kind they are with our customers but also in how much they contribute to the greater good of our community. We were delighted to see one of them, our **Avery**, who was recently recognized by UVa and was honored at Senior Day at the last Women's Basketball home game.

Kids Triple Crown
Our annual Kids Triple Crown is set. If your kid runs in any three of them they earn the Triple Crown award.

March 31 - **BBBS 1K Run for Kids**
April 14 - **Run for Autism Quarter Miler**
April 28 - **CDS Family Runs at Panorama**
May 5 - **Discovery Dash for Kids**
June - **Bruce Barnes Mile**

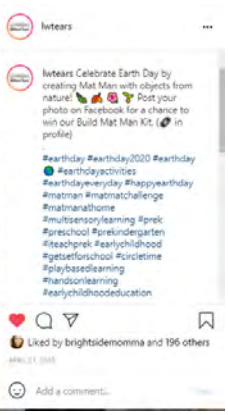
And speaking of Kids, we will be hosting, along with our friends at the Virginia Discovery Museum and the UVa team, our annual **Kids Track and Field Clinic** on April 7 at UVa's track. It's Free and open to kids ages 3-12. Please register through the museum.

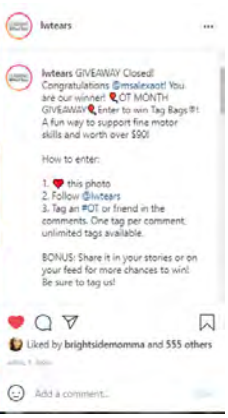
Montpelier Walking Trails
Longtime Ragged Mountain friend **Kat Imhoff** is inviting folks to come walk the dozens of miles of beautiful new trails around the enormous property surrounding Madison's historic Montpelier.

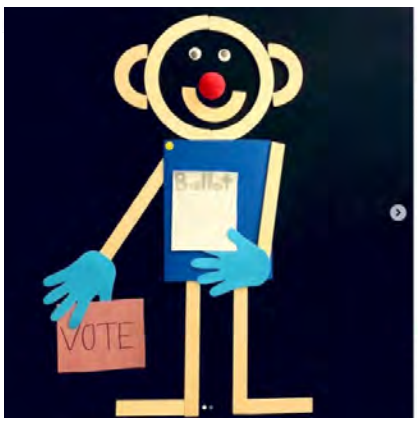
New Track at Charlottesville High School
We're delighted that a bid has been accepted by the City Schools to build a new track at CHS. Word has it that construction on this beautiful new track is set to begin in March. And, to add to this good news, the Curtis Elder track will have lights and will be open to the public. A special thanks to CHS Athletic Director **Rodney Redd** and to City School Board Chair **Juan Wade**!

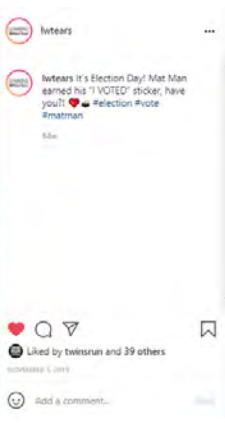
Great Ragged Run Treasure Hunt
"The Great Ragged Run Treasure Hunt" kicks off on the first day of spring and runs until the first day of summer. Come join the fun. A weekly clue to some hidden and cool places that will ultimately lead to a treasure full of running goodies. Stay tuned for details by following us on Instagram, Twitter, and Facebook.

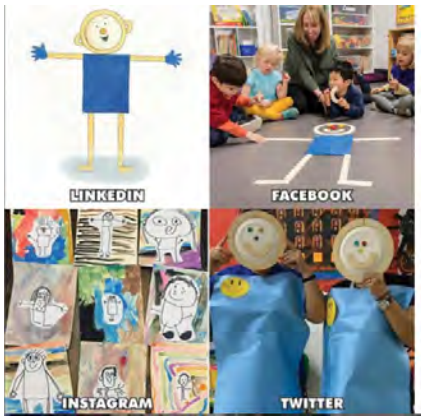
Photography and Social Media Posts

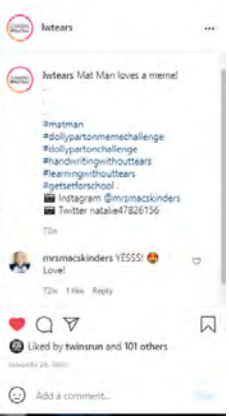








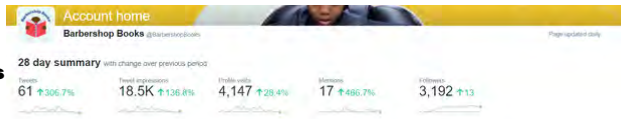


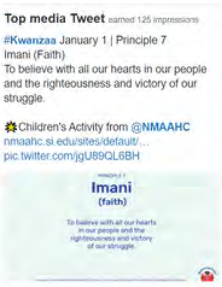


Barbershop Books Social Media

Twitter

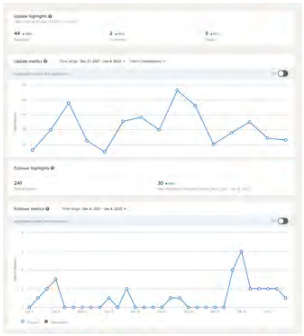
Net 13 new followers
61 tweets
4,146 profile visits
18.5K impressions

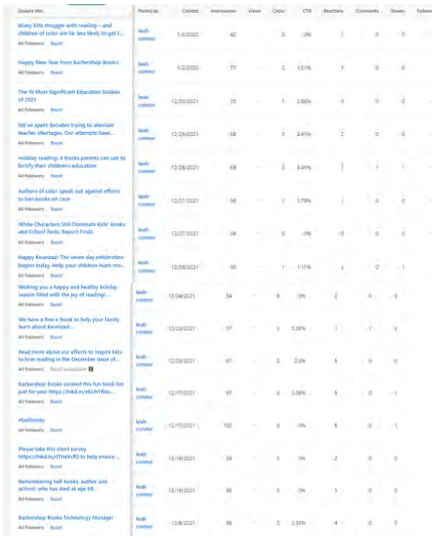




LinkedIn

30 new followers
16 posts
44 reactions
5 shares



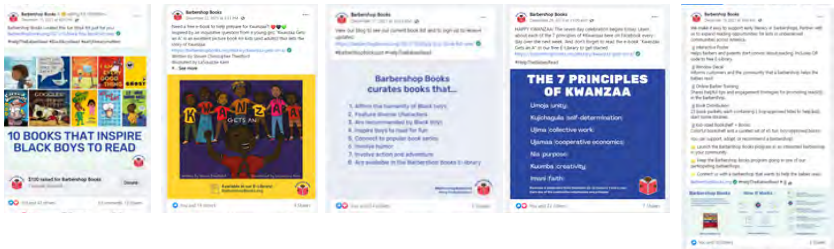


Instagram

Net 40 new followers
19 posts (2 archived)
67 stories

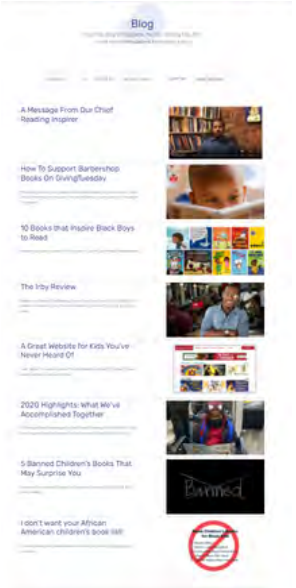
- Updated profile image to include brand color as background
- Added new highlights icons for Kwanzaa, Child Centric, Leadership, Fun, Collaborative, Innovation, and Excellence.

Facebook



WEEKLY MEMO

BLOG



INSTAGRAM

Curating culturally relevant content

We seek out Black boys' input, target their interests, and amplify their voices and lived experiences in our content development and book curation.

Curating culturally relevant content

Our E-Library features fun storytime videos and high-quality, independently published e-books from Black and Brown authors.

Visit The Barbershop Books E-Library

BarbershopBooks.org/E-Library

Cultivating children's reading identity

We develop innovative content and programs that cultivate reading identity, increase reading motivation, and improve early literacy outcomes.

Learn About Our Innovative Instructional Content

BarbershopBooks.org

Collaborating with communities

We empower individuals, organizations, city governments, libraries, and school districts to support early literacy development in barbershops.

Bring Reading to a Barbershop

BarbershopBooks.org

Together, we're breaking down barriers to **reading success**.

As an early literacy innovator and a **trusted curator of children's literature**, Barbershop Books empowers communities to create **transformative reading** experiences for kids.

As an early literacy innovator and a **trusted curator of children's literature**, Barbershop Books empowers communities to create **transformative reading** experiences for kids.

"Creating literary spaces in places where children find themselves with time on their hands." — The New York Times

"THIS IS ESSENTIAL" — CNN

"Nothing short of transformative" — Black Enterprise

"Designed to be low-maintenance and low-cost" — Governing

"An inspiring and innovative program" — BuzzFeed

"The small shelves brim with children's books" — npr

"Barbershop Books is improving child literacy" — MSNBC

"A simple and effective solution" — The Root

"Books that boys actually want to read" — TED

"A DIFFERENT APPROACH" — Poets & Writers

"It's a brilliant idea" — Book Riot

"An elegant and innovative literacy initiative" — CityLab

"It works...kids come in and go straight to the bookshelf" — BBC

"SO, SO INCREDIBLE" — Yahoo!

"BRILLIANT" — TODAY

"A REVOLUTIONARY OUTLOOK" — Travel + Leisure

In the News...

"BARBERSHOP BOOKS IS IMPROVING CHILD LITERACY."

"AN INSPIRING AND INNOVATIVE PROGRAM."

"DESIGNED TO BE LOW MAINTENANCE AND LOW COST"

"THE SMALL SELVES BRIM WITH CHILDREN'S BOOKS."

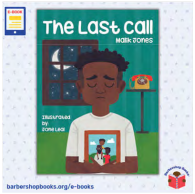
"BOOKS THAT BOYS ACTUALLY WANT TO READ:

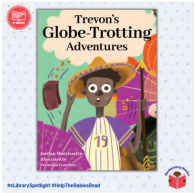
"CREATING LITERARY SPACES IN PLACES WHERE CHILDREN FIND THEMSELVES WITH TIME ON THEIR HANDS."

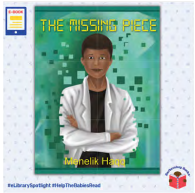
"NOTHING SHORT OF TRANSFORMATIVE."

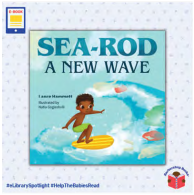
"THIS IS ESSENTIAL."

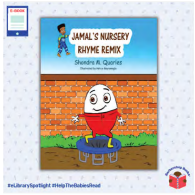
have 2 distinct icons/badges to distinguish books in #eLibrary and those in the #BarbershopBooksList

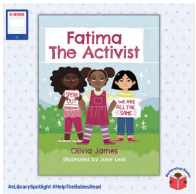


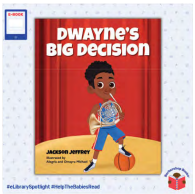


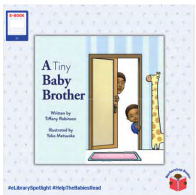












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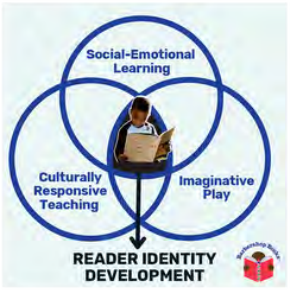
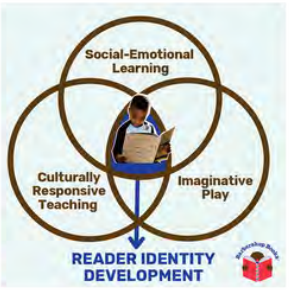
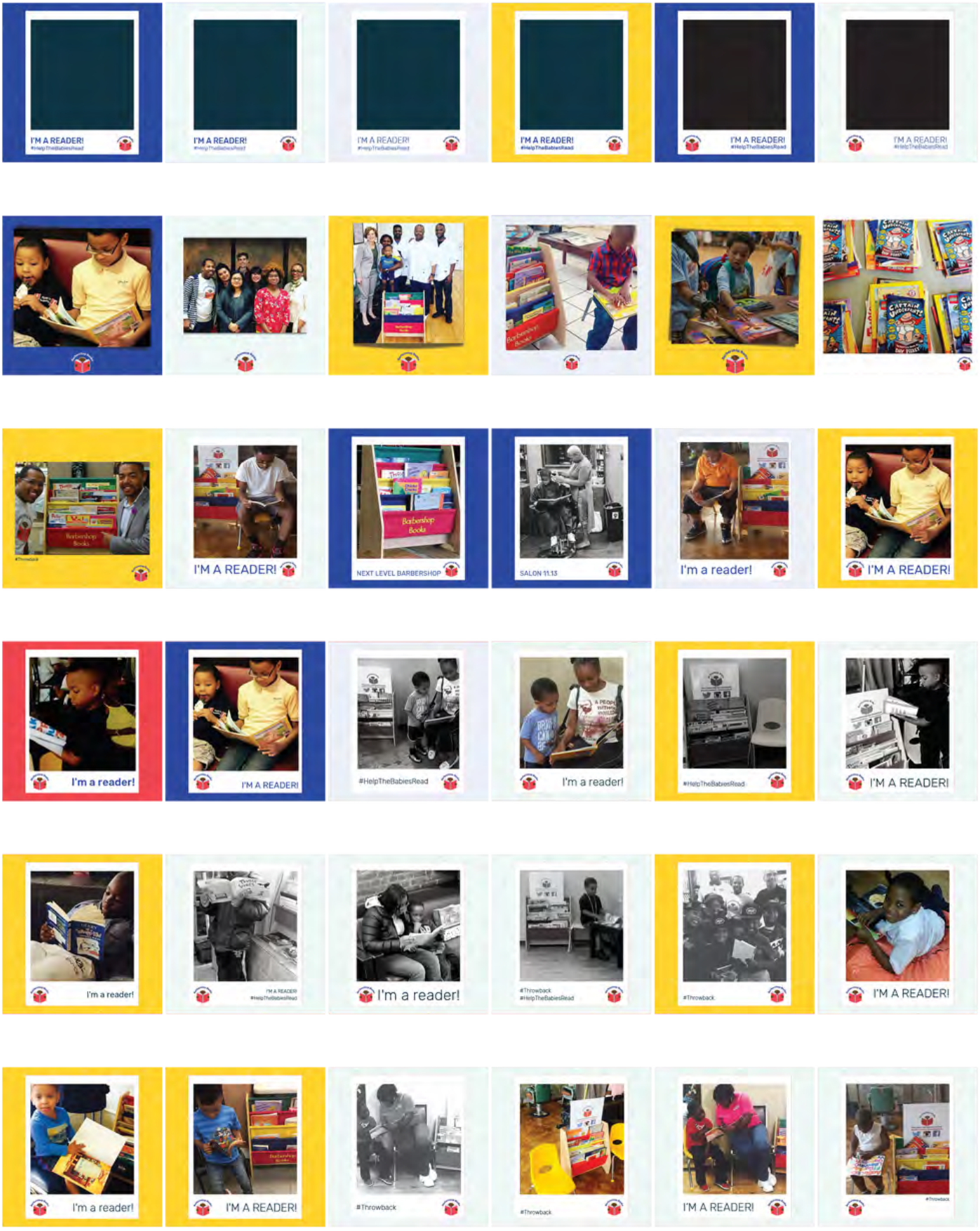


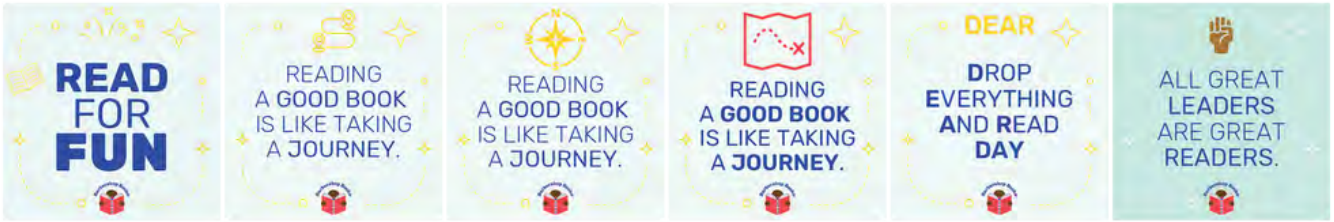


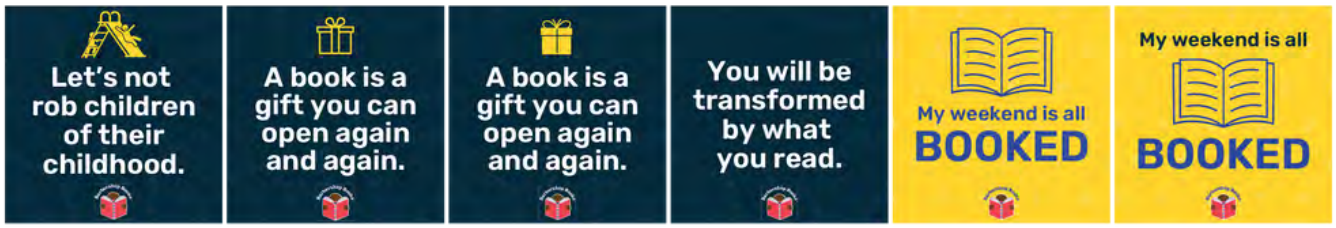
ORIGINAL

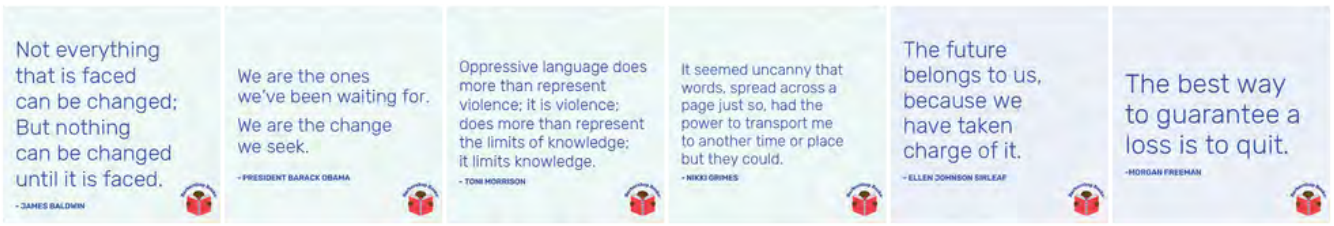
PHOTO TEMPLATE IDEAS

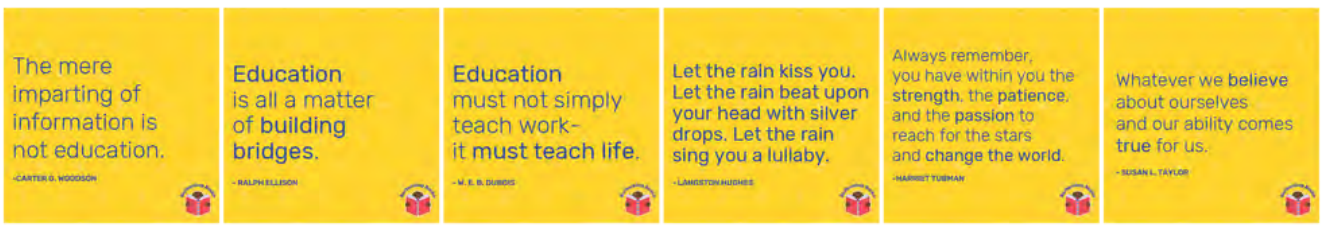


QUOTE & VISION TEMPLATE IDEAS









I want children to be **free** to realize their **full potential**. And I think the key to that is children **identifying as readers** and understanding that if they **control when and what they read**, they can learn anything.

ALVIN IRBY
CHIEF READING INSPIRER
BARBERSHOP BOOKS

I remember thinking to myself, you know what? Someone should put **children's books** in **barbershops** so that while children are waiting, they have **fun books to read**.

ALVIN IRBY
CHIEF READING INSPIRER
BARBERSHOP BOOKS

Reading physical books in **front of your children** provides excellent **modeling** for them.

ALVIN IRBY
CHIEF READING INSPIRER
BARBERSHOP BOOKS

Reading physical books in front of your children provides excellent modeling for them.

ALVIN IRBY
CHIEF READING INSPIRER
BARBERSHOP BOOKS

How can we inspire children to identify as readers? Dismantling the savage inequalities that plague American education requires us to create reading experiences that inspire all children to say three words - **I'm a reader**.

ALVIN IRBY
CHIEF READING INSPIRER
BARBERSHOP BOOKS

If you are a **reader**, well then a whole world of **possibilities** are now available to you.

ALVIN IRBY
CHIEF READING INSPIRER
BARBERSHOP BOOKS

WHAT WE'VE HEARD

His taste stayed fairly consistent, only he gained **more vocabulary** describing it. He can now articulate the genre and category.

– April C., New York City

WHAT WE'VE HEARD

I learned why my son **loves** Captain Underpants – it's as **silly** as he can be – and that the genre is OK for beginning readers. Comics get a bad rep.

– Ersula R., North Carolina

WHAT WE'VE HEARD

He really enjoyed participating in the program. He told me after today's class that he wished it would have continued until school started back up.

– Sharon M., Rhode Island

WHAT WE'VE HEARD

His taste stayed fairly consistent, only he gained more vocabulary describing it. He can now articulate the genre and category.

– Sharon M., Rhode Island

BALTIMORE
Recommend a Barbershop!

BALTIMORE
MARYLAND
Recommend a Barbershop!

Recommend a Barbershop!
BALTIMORE
MARYLAND

BALTIMORE
MARYLAND
Recommend
a Barbershop!

BALTIMORE
Recommend a Barbershop!

BALTIMORE
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reading.com
_readingcom
Message
96 posts
269 followers
114 following
reading.com: Raising Readers
Education
Helping YOU help your child to read
Get answers on literacy development
Discover the magic of milestones
From the moms + dads behind @teachingcom
giveaway
WRITE
READ
SING
BLOG
Q&A
POSTS
REELS
VIDEOS
TAGGED
#RaisingReaders
Tips to Finding a Good Book for Your 2-3 Year Old
HUNGRY CLOUD HANDOUT
Print Knowledge
Early Literacy Practices
TALK
What's your favorite children's book? Tell us and you could win a $50 gift card!
HOW TO ENTER OUR GIVEAWAY
There's no way to be a perfect mother and a million ways to be a good one.
5 min
Reminder
Read aloud to your child today for at least 15 minutes. Try breaking it up into 5 minute sessions throughout the day.
SING
TALK
READ
WRITE
PLAY
BOOKS ARE TREATS
GIVEAWAY
WIN A $50 GIFT CARD TO YOUR LOCAL BOOKSTORE!
At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents.
LITERACY DEVELOPMENT SKILLS
Alphabet Knowledge
Early Literacy Practices
SING
Teach your child to sing one of your favorite songs. Write out the lyrics.
LITERACY DEVELOPMENT SKILLS
Phonological Awareness
How To Effectively Guide The Reader
What was that word?
What sound does that letter make?
Where are they going?
A Guide to Your Child's Learning Styles
Early Literacy Practices
WRITE
Label everyday items with sticky notes. Read the words aloud after writing them.
LAMP
BASKET
TABLE
SHOE
HOH LITE
SIDE STREET PRESS
TALK
READ
WRITE
PLAY
SING
FREE
ALPHABET SONG DOWNLOAD
LITERACY MILESTONES
REMINDER
Read with your child today by reading aloud together for 10-20 minutes.
#RaisingReaders

DID YOU KNOW?
Parents with children from birth to age 8:
42% read aloud every day.
30% read aloud every day for 15 minutes.
30% read aloud daily starting at birth.
14% read aloud daily starting at birth for 15 minutes.

Do
Don't

5 Early Literacy Activities
SING
TALK
READ
WRITE
PLAY

Hungry Cloud

Questions to ask your child during reading time

#RaisingReaders
Literacy Field Trips

To learn to read is to light a fire; every syllable that is spelled out is a spark.

#RaisingReaders

accuracy

#RaisingReaders
Tips to Finding a Good Book for Your Baby or Toddler

SIDE STREET PRESS

LITERACY MILESTONES
3 Years
#RaisingReaders

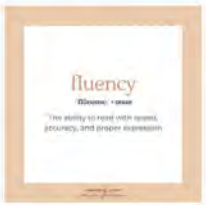
There is no substitute for books in the life of a child.

Do
Don't

#RaisingReaders
Parenting Tips

6 Early Literacy Skills Your Child Needs to Read

5 Components of Reading


fluency

#RaisingReaders

What early literacy milestones should I expect my 3 year old child to accomplish?

MORNING
tired.
AFTERNOON
ready to nap.
BEDTIME
wide awake.

Reading is kind of a gateway to the development of academic skills across all disciplines. It's a key that opens all of the doors.

decoding

Do This
Not That

Let your child learn to read at their own pace.
Life's not a race towards milestones.

Reminder

If you want your children to be intelligent, read them fairy tales.
If you want them to be more intelligent, read them more fairy tales.

Foundational Reading Skills and a Simple Guide to Your Child's Learning Styles

Learning to read should be...
Easier
Harder

Did You Know

3 Reading Activities You Can Do with Your Child

Mythbuster

WAA WAA WAAAAAAA
WHY ARE YOU LETTING MOM CRY?
I'M SLEEP TRAINING MOM SO SHE CAN FALL ASLEEP WITHOUT HER PHONE

Early Literacy begins with you... you can help your child be ready to read.

Build a Reading Routine

Wake Up
Read Aloud with Your Child
Read Aloud with Your Child
Go to Sleep
Repeat

What are the early signs my child might have a problem learning how to read?

BEFORE HAVING KIDS
AFTER HAVING KIDS
Toilet

Do
Don't

phonemic awareness
The ability to understand that sounds in spoken language work together to make words

Real vs. Pretend Reading

The Key to Literacy: Phonemic Awareness and Phonics

A book is a gift you can open again and again.

Reminder
Your child needs a happy parent, not a perfect one.

Parents who facilitate positive book and reading experiences set the groundwork for a love of books, reading, and learning.

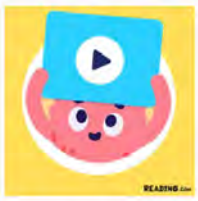
What parents are saying...

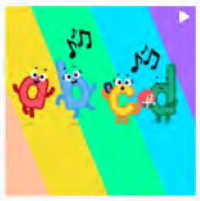
5 Tips to Instill a Love of Reading in Your Child

phonics

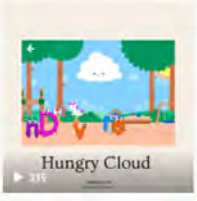
How will I know when my child is ready for reading instruction?

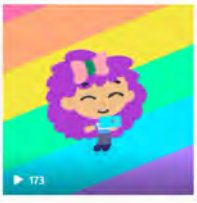
Reminder
Your worth as a parent is not measured by when your child meets milestones.

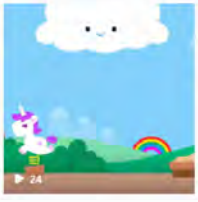




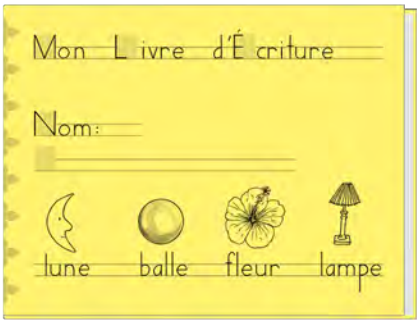
POSTS REELS VIDEOS TAGGED

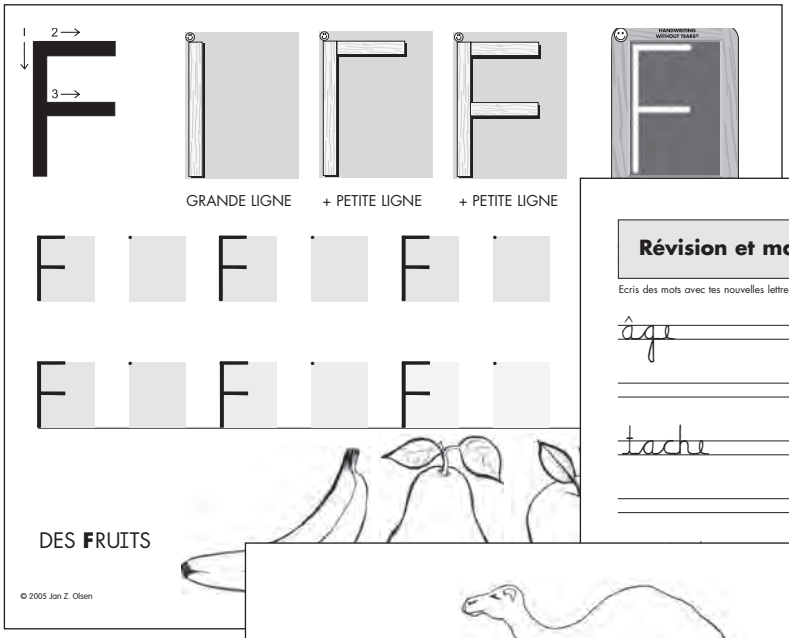


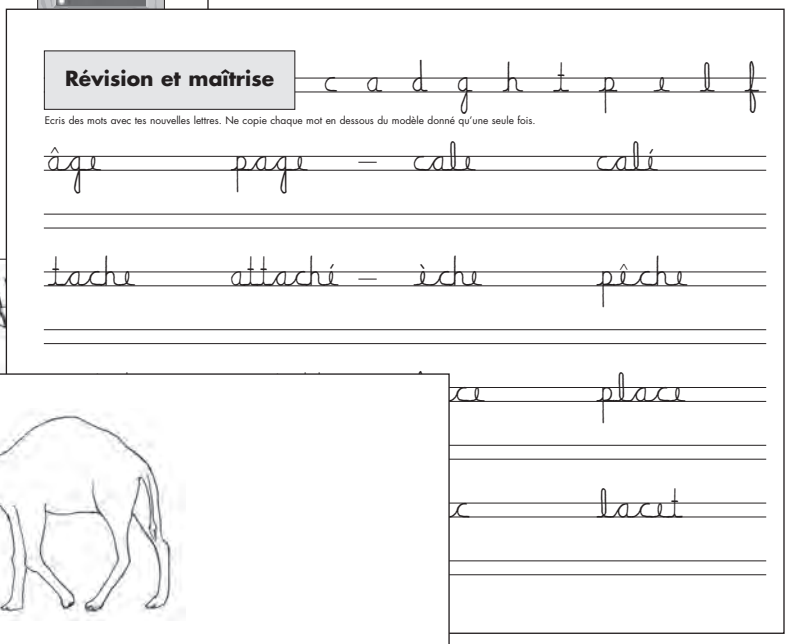




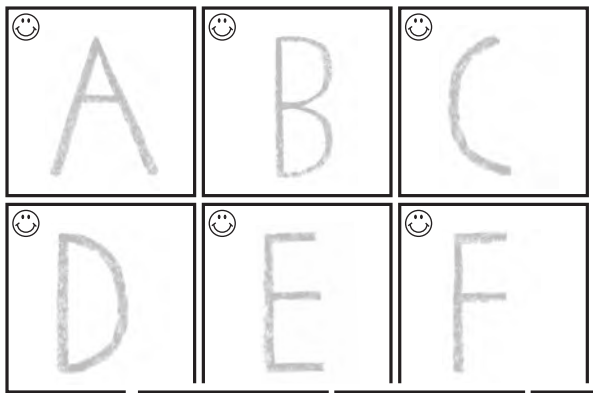
Font Creation, Design, and Layout of Workbooks

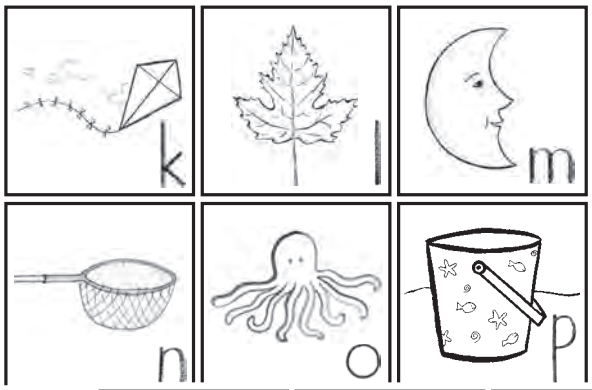






Design and Layout of Free Downloads





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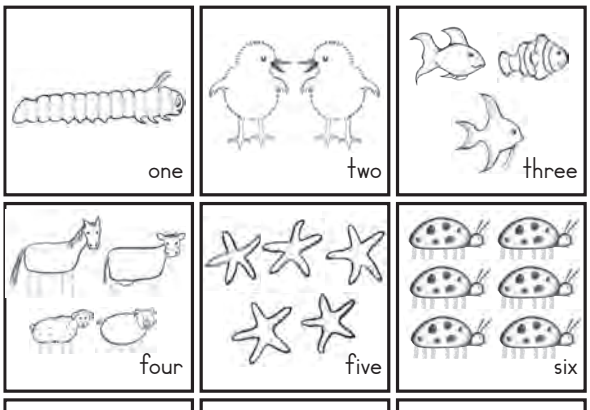

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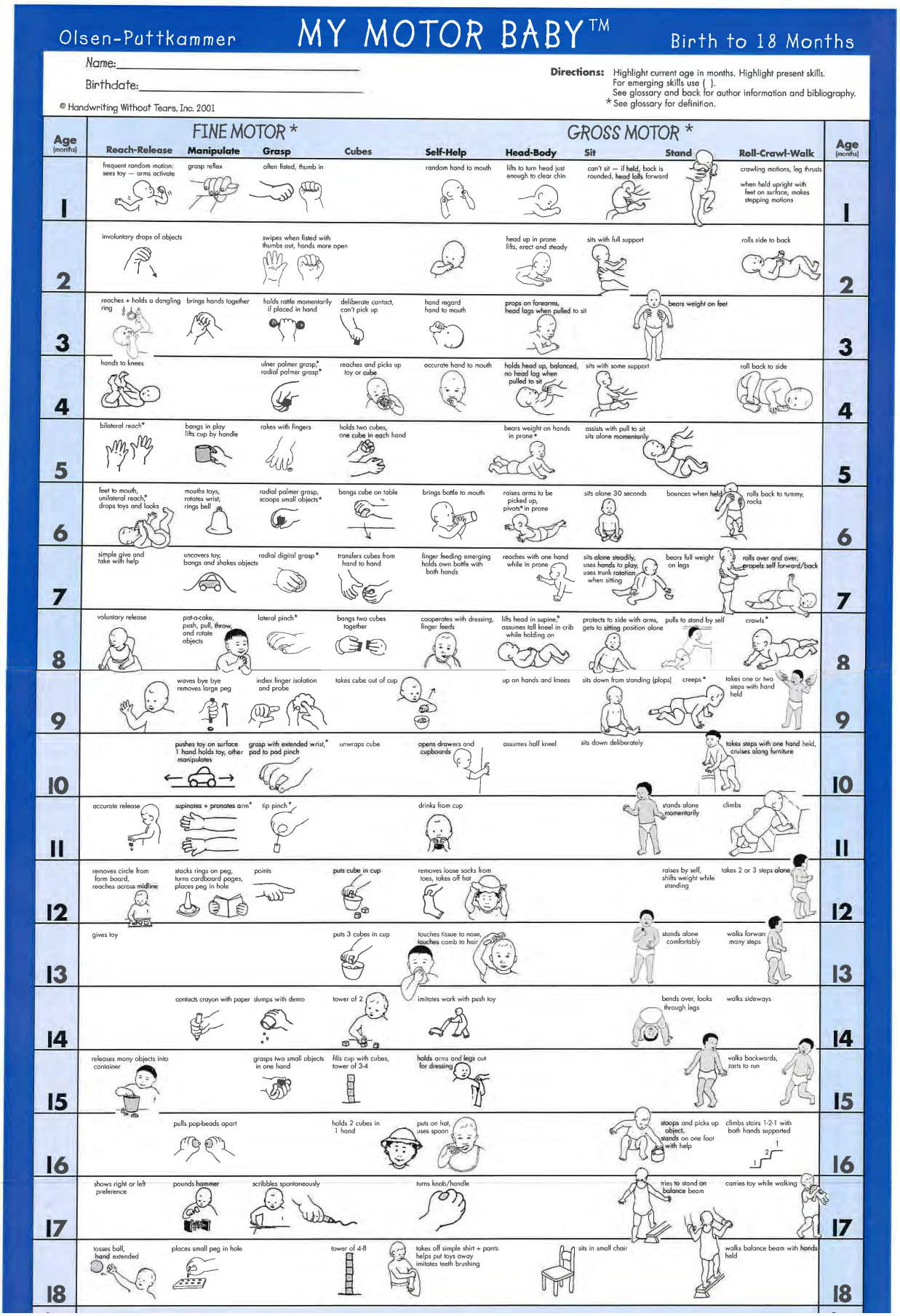
Design and Layout of My Motor Baby Chart